

REMARKS

Claims 1-4, 7-10, 15 and 26-28 are pending in this application. By this Amendment, claims 1-4 and 7-9 are amended, claims 5, 6, 11-14 and 16-25 are canceled, and claims 26-28 are added. Applicants reserve the right to pursue the subject matter of the non-elected claims in one or more divisional application. No new matter is added. Support for new claims 26-28 may be found, for example, on page 15, line 15 - page 16, line 15; page 25, lines 10-12; page 28, lines 3-6; and Figs 7 and 18.

In the Office Action, claims 5, 6 and 12-25 are withdrawn as directed to a non-elected invention. Applicants respectfully request that claim 15 be rejoined with the claims being examined because claim 15 depends from claim 1.

Claims 7-11 stand rejected under 35 U.S.C. §112, second paragraph as allegedly being indefinite. Claims 7 and 8 have been amended to replace "and the rest is performed" with "and the other is updated." The use of "other" instead of "rest" provides clarification, because these claims have also been amended to call either the customer registration or the membership registration the "one" immediately prior to the use of "other." Claim 9 has been similarly amended to replace "rest" with "other". Claim 7 also has been amended to change "performs" to "perform." In view of these changes, withdrawal of the §112, second paragraph rejection is respectfully requested.

Claim 7 stands rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter. This rejection is respectfully traversed.

Claim 7 includes steps of storing received customer information and membership information onto a storage device, as well as a step of performing a membership registration different from the registered customer registration. As such, claim 7 includes steps more than receiving and updating data. Withdrawal of the §101 rejection of claim 7 is respectfully requested.

Claims 1, 2, 4 and 7-11 stand rejected under 35 U.S.C. §103(a) over Meyer et al., U.S. Patent No. 6,915,271. Claim 3 stands rejected under 35 U.S.C. §103(a) over Meyer in view of Keen et al., U.S. Patent No. 5,774,882. These rejections are respectfully traversed.

Claim 1 recites, in pertinent part, a customer registration method that includes a step transmitting information to the customer advising to perform a membership registration different from the customer registration... and the membership registration is performed in order for the registered customer to receive a web service related to the merchandise purchased by the customer. (*See also* pages 15-43 of the present specification, for example.)

Meyer is directed to providing incentives to consumers. Some of the incentives may be provided by an external organization. Meyer teaches that if a person is not a member of the membership organization offering the incentive, the membership organization has the opportunity to ask the consumer to sign up in order to receive the incentive (*see* Meyer, column 30, lines 51-53). The membership organization disclosed in Meyer includes the American Automobile Association (AAA) or a particular credit card organization (*see* Meyer column 30, lines 23-53). There is no teaching or suggestion in Meyer that a membership registration is performed in order for the registered customer to receive a web service related to the merchandise that the customer purchased.

Because Meyer fails to teach or suggest the feature that the membership registration is performed in order for the registered customer to receive a web service related to the merchandise that the customer purchased, a prima facie case of obviousness has not been made with respect to independent claims 1, 7 and 8 and their dependent claims. Accordingly, withdrawal of the §103(a) rejections is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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Attachment:
Petition for Extension of Time

Date: March 30, 2007

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